

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of quantitative analysis of communication performance for reputation management, comprising:

(i) performing a computerised set of at least two searches in a database or a network containing articles, each search comprising an object of interest related to said communication performance or objects to be compared to said object of interest, at least one search term to be searched in a publication and optionally one or more attributes concerning the publication itself;

(ii) analyzing the at least two searches to produce a quantitative analysis related to said reputation management, wherein said quantitative analysis related to said reputation management is based on one or more of the following: counting articles obtained from the at least two searches, counting words in articles obtained from the at least two searches, counting mentions of a name in articles obtained from the at least two searches, and counting mentions of an issue in articles obtained from the at least two searches; and

(iii) displaying the quantitative analysis as graphs.

2. (Currently Amended) The method of quantitative analysis of communication performance as set forth in claim 1 wherein the quantitative analysis is displayed further comprising:

~~Performing steps (i) and (ii) for articles published at different points in time and displaying the results as a function of time.~~

3. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1 wherein said object of interest is a company, brand or product name or category, governmental or non-governmental organisation, person or issue of general interest or public policy.

4. (Canceled)

5. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1, further comprising evaluating the positive, negative, and neutral tone of voice concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by manually evaluating a statistically chosen sub-set thereof.

6. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1, further comprising counting and mapping frequency of most relevant words concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by plotting most relevant words in conjunction with change of occurrence over time.

7. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1, wherein analyzing the at least two searches further comprises taking into account additional data including data being provided from a different source than said database or network of articles, the additional data facilitating normalization of the quantitative analysis and comparisons between the objects in the quantitative analysis.

8. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 7, wherein said data being provided from a different source relates to financial data of company, product line, marketing and PR budget.

9. (New) A method of quantitative analysis of communication performance of an entity, comprising:

conducting a computerized search of publications stored in one or more electronic databases or accessible via a computerized network to identify one or more publications relating to the entity;

using a computer processor to assign each identified publication a quantitative weight value based upon attributes associated with the identified publication, wherein the attributes include the publication's source and word length;

using the computer processor to analyze the identified publications and generate a quantitative analysis of the communication performance of the entity, wherein the quantitative analysis is based upon the number of identified publications, the word length of the identified articles, the weight values of the identified articles, and a number of mentions of the entity in each identified publication; and

generating a graphic display of the quantitative analysis.

10. (New) The method of claim 9, further comprising storing financial data concerning the entity in an electronic database, wherein the stored financial data is used to generate the quantitative analysis of the communication performance of the entity.